

# CASE STUDIES



# BRAND AWARENESS BUILDING FOR A NEW DIGITAL BUSINESS IN A TRADITIONAL SECTOR

*Superscript*

## **BACKGROUND:**

Superscript is a new digital-first insurance company, a challenger in the industry. The Series A start-up provides customisable, flexible insurance for small businesses, clearing the way for them to go all in.

Superscript rebranded from Digital Risks in August 2020.

## **CAMPAIGN DETAILS:**

September – October 2020

Six week campaign

Classic 6-sheets and LDN Drive digital

## **OBJECTIVES:**

Raise awareness of Superscript, specifically amongst the target market of small businesses

Build presence for the online Superscript brand in the real world

Clearly communicate the Superscript offering of simple, effortless, flexible and fair business insurance

Convey Superscript's brand purpose, and their understanding and appreciation of small businesses, on a human and emotional level

Build trust for a new digital entrant in a traditional sector









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As a start-up with a modest media budget but an ambition to make our mark, our media strategy had to be carefully thought through.

I chose to work with JCDecaux Nurture to develop a compelling OOH plan in London and Greater London, because they demonstrated a solid understanding of our brand, our audience and our media objectives.

Thanks to their investment-match scheme for start-ups, and their use of data to enable an optimised site selection, we were able to make our media spend work a lot harder, doubling the exposure we would otherwise have been able to afford.

The results were remarkable. OOH was part of a multichannel brand campaign that delivered a surge in website traffic, brand search, customer acquisition and brand awareness, with an even greater uplift in London - the only region where we used OOH to complement other channels.

**MAI FENTON**

CMO, Superscript